

FIG. 1 is a block diagram of a system for providing targeted advertising to viewers. The system includes a TV Studio (14) connected to a Programmer (12). The TV Studio outputs TV Programming (20) and Other Info (22) to a Combine block (20). The Combine block outputs to a Server(s) (16). The Server(s) is connected to an Internet (18). The Internet is connected to an Advertiser's Server (34) and multiple Users (USER 1, USER 2, ..., USER n). The Advertiser's Server outputs to the Internet. The Internet outputs a Response to Stripe Information (18a) to the Server(s). The Server(s) outputs to an UpLink (22). The UpLink is connected to a Satellite (24). The Satellite is connected to Cable Provider 1 (30a) and Cable Provider X (30a). Cable Provider 1 outputs to a Receiver (26) and then to a Viewer (30). Cable Provider X outputs to a Receiver (26) and then to a Viewer (30).

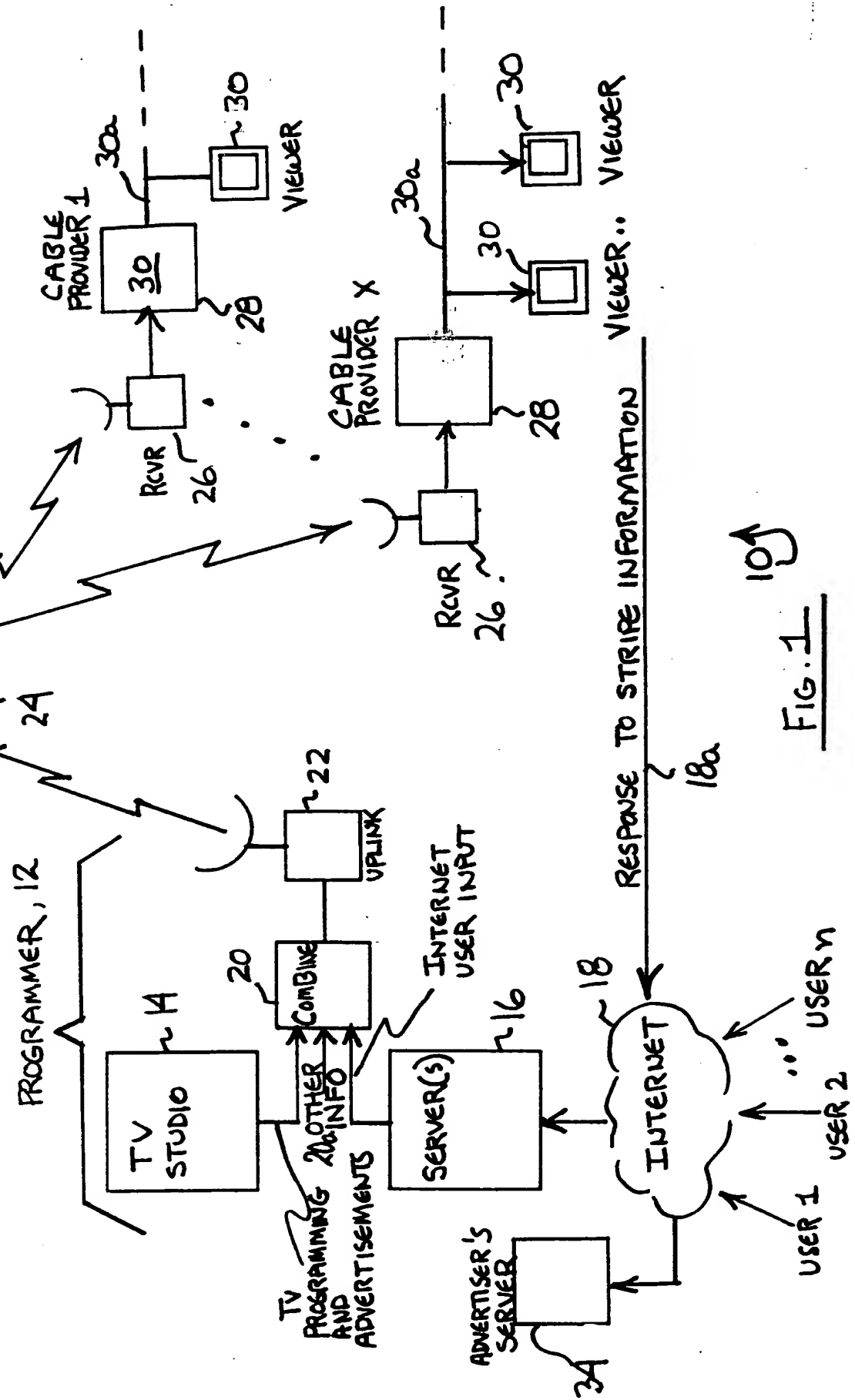
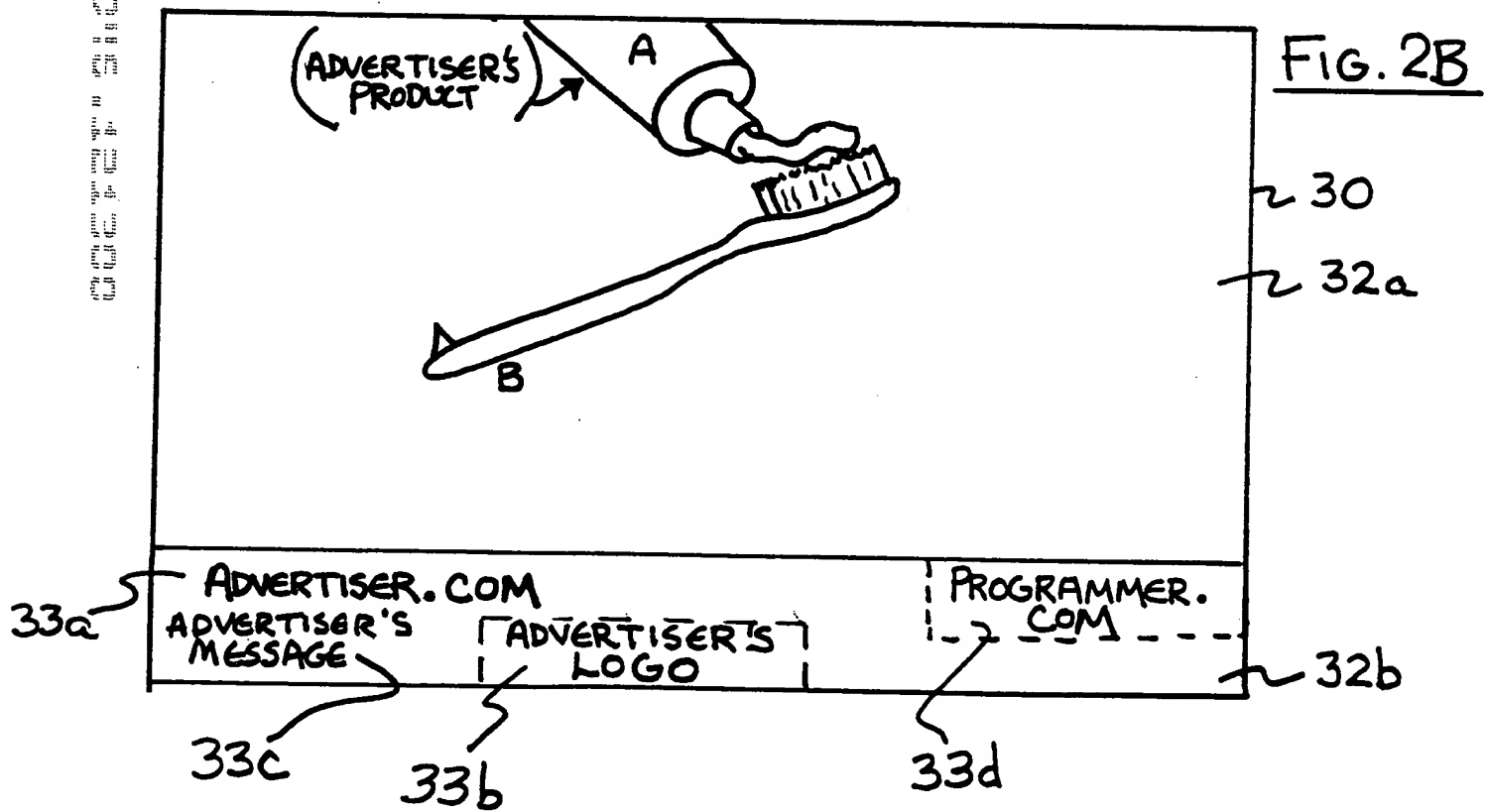
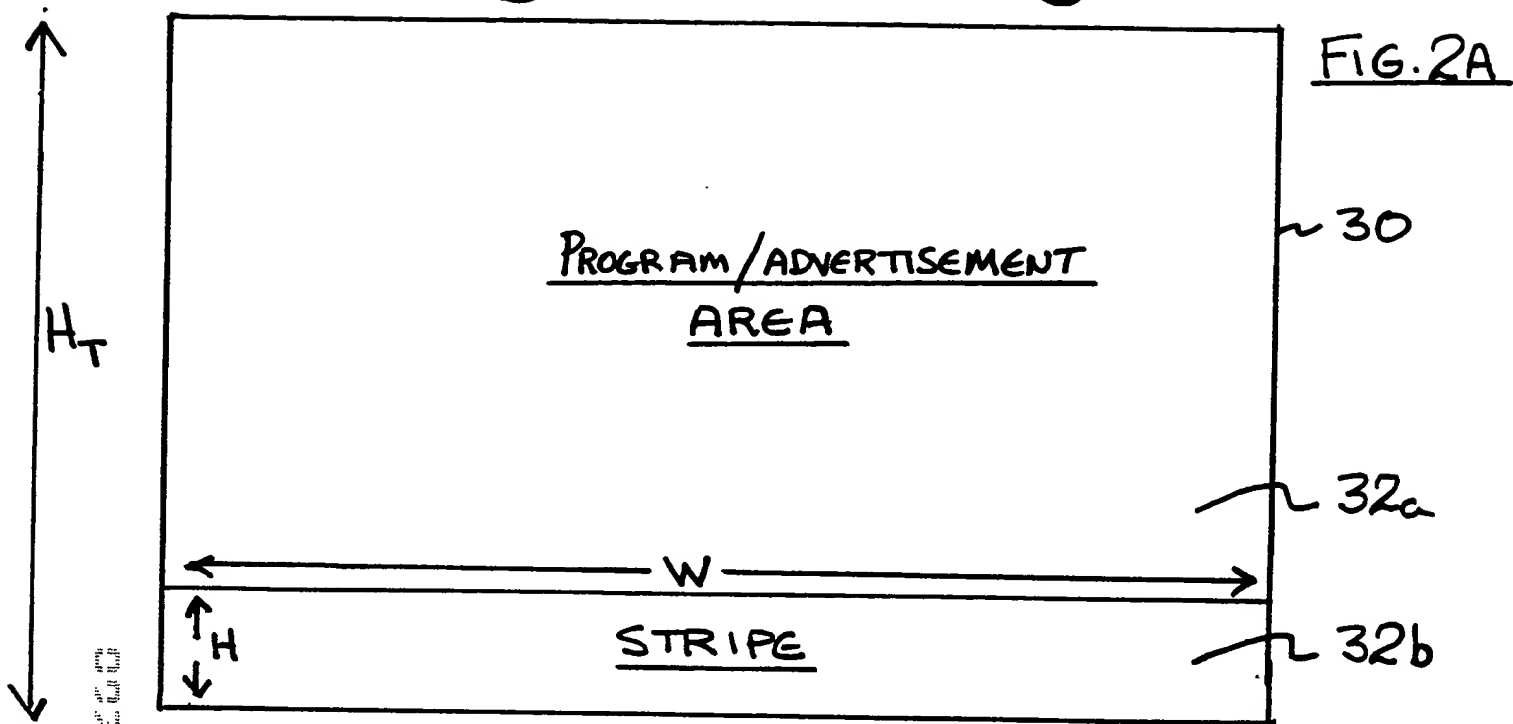


FIG. 1

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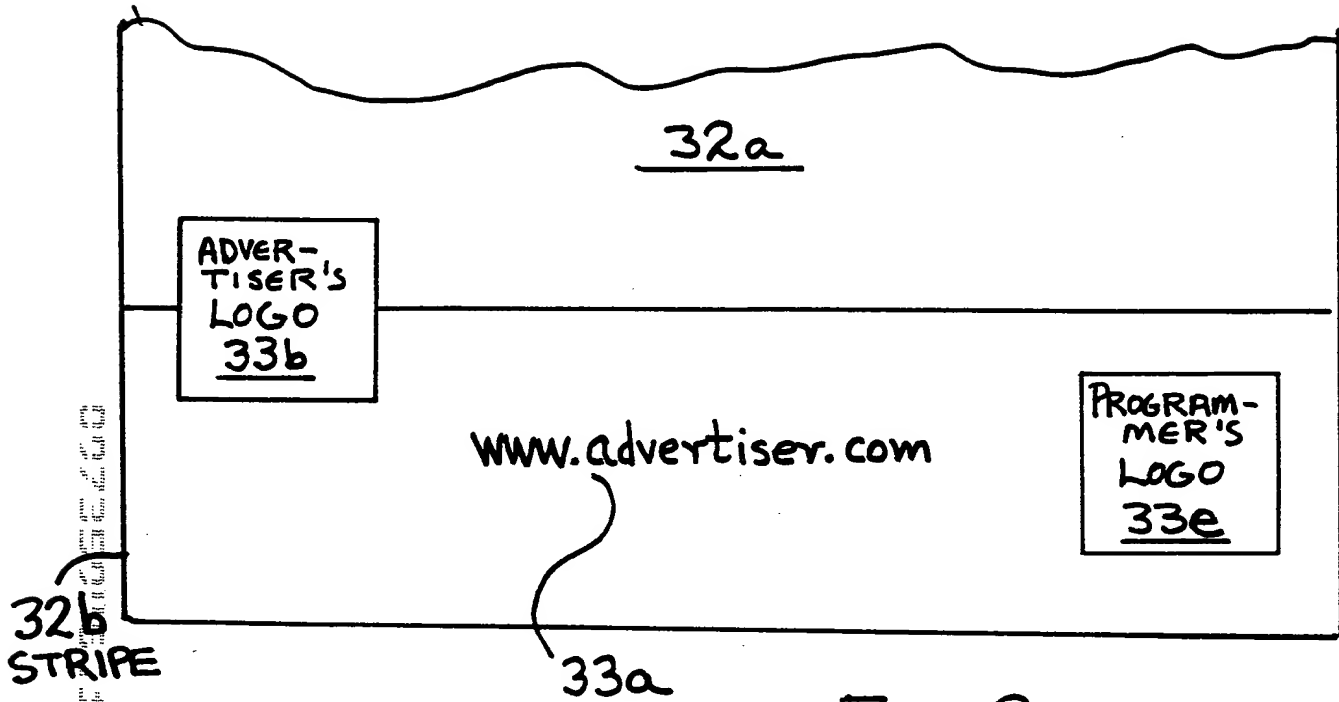


FIG. 3

FIG. 4 is a block diagram of a system for media casting and local customization.

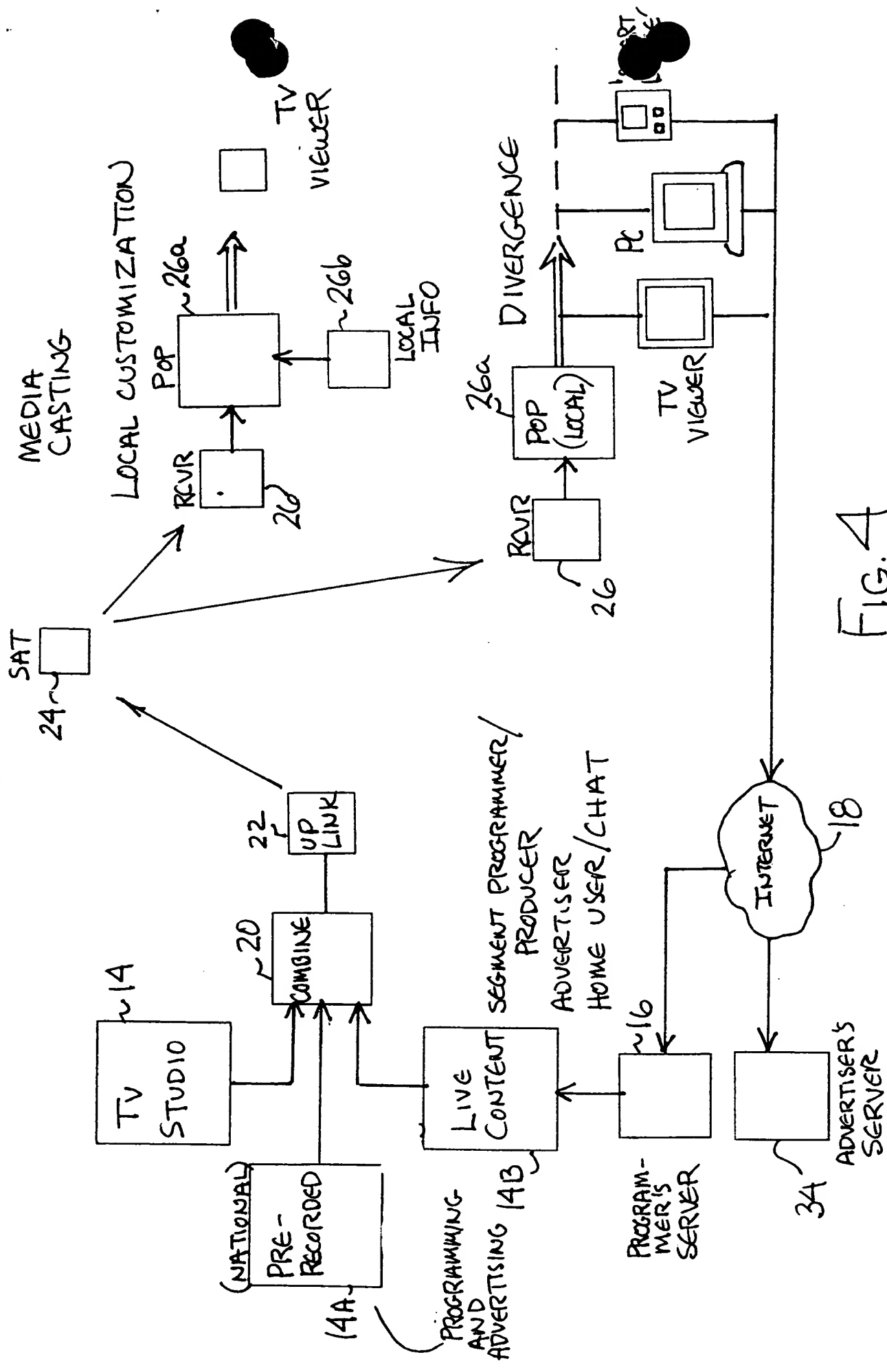


FIG. 4